



Date: August 10, 2011

From: Roy Holley

Subject: Recommendation for Carisma RCT

I recently had the pleasure of working with Dr. Marco Busi and Carisma on a major project for the International Education Centre at Dongbei University.

This project involved market research and analysis of the best EMBA programs by Carisma leading to their specific recommendations and an implementation plan to distinguish our executive education programs.

The work of Dr. Busi and his staff reflected strategic depth and insights, rigorous analysis which produced unique market opportunities, and an implementation plan which best leveraged our resources and potential.

I can unequivocally recommend Dr. Busi and Carisma as a group which will add clear and compelling strategic value for your organization.

Should you wish additional information, please do not hesitate to contact me directly at rhdufe@gmail.com.

Warm Regards,

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